

## Ready to export ? Canada 1<sup>st</sup>

### Introducing MAPS

Are you ready to export but unsure of the process? Plot your product/service export potential in the United States' largest trading partner with **MAPS** (**M**arket **A**nalysis for **P**roducts and **S**ervices) - a new initiative of the U.S. Commercial Service in Canada geared to new-to-export U.S. firms.

### The MAPS strategy

- Review of company and product/service information
- Telephone consultation with in-country Trade Specialist
- Written recommendations and an analysis of market potential

### Why "Think Canada First" ?

- Transparent business practices and regulations
- Geographic proximity
- Familiarity with U.S. products and services
- Transport and telecom infrastructures integrated with U.S.
- NAFTA - tariff free access to most products

### Benefits of MAPS

- Access to in-country industry sector Trade Specialist
- Fast results
- Discount on future U.S. Commercial Service products and services

MAPS Fee: **\$ 75**

**waived** until December 31, 2004 !  
(with a referral from an EAC)

### To Register for MAPS :

**COMPLETE THE REQUEST FORM AND FAX TO  
THE U.S. EXPORT ASSISTANCE CENTER ADDRESS LISTED**